

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Report Highlights:

TH0021 "SAWASDEE THAILAND" provides the latest information on the Thai agricultural situation, market access, and upcoming events. See the latest on issues involving Department of Livestock Development (DLD) regulations affecting animal and animal product access as well as updates on possible new labeling requirements for alcohol.

General Information:

HOT NEWS

FAS/Bangkok Welcomes New Staff

FAS/Bangkok is pleased to welcome Ms. Jessica Johnson, our international intern. Ms. Johnson hails from Colorado State University where she is currently studying Agricultural Business.

Promoting U.S. Food and Agriculture Exports

On January 26, U.S. Agriculture Secretary Vilsack announced the allocation of \$234.5 million to 70 U.S. trade organizations to help promote American food and agricultural products overseas. The funding was allocated under the Market Access Program (MAP) and the Foreign Market Development (FMD) Cooperator Program, both administered by the USDA's Foreign Agricultural Service (FAS). In 2009, program participants with activities in Thailand received \$2.4 million in MAP funds and \$202,000 for FMD. Additional information on these programs is available at www.fas.usda.gov.

MARKET ACCESS UPDATE

Department of Livestock Tightens Import Procedures

In 2002 the Department of Livestock Development (DLD) notified to the WTO a directive on "Procedures to Import Animal or Animal products into the Kingdom of Thailand". This directive was modified in 2009 to add that shipments must be accompanied by the proper certificate. DLD has started tightening its import requirements by requiring the completion of a lengthy questionnaire and on-site inspection of each facility as preliminary steps to draft an import protocol. In addition, DLD has stated that protocols are valid for two years, a condition not stipulated in the directive.

Certification Requirement for Hendra and Mobilli Virus Disease for Horses Removed

The Department of Livestock Development (DLD) notified APHIS/Bangkok that it removed a negative-result certification requirement for Hendra and Mobilli virus diseases for live horses imported into Thailand from all exporting countries, except Malaysia and Australia. However, the status of U.S. horse exports to Thailand remains unchanged as APHIS and DLD have yet to finalize an import protocol.

Thailand Market Access Requirements for Meat and Bone Meal

Representatives from the National Renderers Association (NRA), FAS/Bangkok and DLD officials met to discuss market access for ruminant meat and bone meal (MBM). DLD states that Thailand allows imports of ruminant MBM from 'negligible risk' countries under OIE guidelines; as such U.S. ruminant MBM has been prohibited due to its "controlled risk" status. DLD stated that once the U.S. status changes to negligible risk, ruminant MBM will be granted access.

APHIS Teams to Discuss Animal and Plant Health Issues with Thai Authorities

APHIS teams will meet with Ministry of Agriculture officials March 3-9 in an effort to discuss several pending trade market access issues. Issues to be discussed include livestock and poultry genetics, ruminant and pork meat, the pre-clearance program for Thai fruits exported to the US and pending and future pest risk assessments (PRA) for U.S. and Thai fruits.

Update on Alcohol Labeling

On January 21, the Ministry of Public Health submitted to the WTO notification G/TBT/N/THA/332 on their proposed regulation requiring manufacturers and importers of alcohol beverages to comply with new labeling criteria, methods, and stipulations. The proposed regulation obliges manufacturers and importers to include in the product's label warning statements of alcohol consumption with graphic displays of potential consequences of alcohol consumption. For more information on this regulation see [GAIN Report "Draft Regulation on Alcohol Graphic Warning Labeling"](#).

Off-Season Rice Cultivation Well Underway Despite Official Warning of Drought

Cultivation of the off-season rice crop is well underway despite official warning of lower water stocks in major reservoirs this year. Planted areas and average yields are expected to remain unchanged from the previous year due to attractive farm prices and average water stocks. For more information see [GAIN Report "Off-season Rice Crop Update"](#).

MARKET OPPORTUNITIES

DVC Product Presentations

FAS/Bangkok can help facilitate digital video conference with Thai importers. Please contact us for more information at agbangkok@fas.usda.gov.

UPCOMING EVENTS

"Taste of America" Promotion by Villa Market

Villa Market, one of Thailand's leading supermarkets, together with Food Export USA is organizing a "Taste of America" at their 18 retail outlets in Bangkok, Phuket, Hua Hin, and Pattaya during March-April, 2010. The promotion will highlight new food product items from the US. Additional information about Villa Market is available at www.villamarket.com.

Food and Hotel Asia 2010

It's time to mark your calendar for the largest food show in Southeast Asia. Food and Hotel Asia 2010, will take place in Singapore on April 20-23. The show expects to attract 2,800 exhibitors from 70 countries. The 693 sqm USA pavilion will showcase AJC International, American Indian Foods,

American Roland Food Corporation, Athena Marketing, Big Train, California Milk Advisory Board, Excel Trade, Florida's Natural Growers, Food Export Midwest, French Gourmet, Geller International, General Mills, Global Export, Gold Medal, Independent Meat, Lamb Weston, McIlhenny Company, Midamar Corporation, Mission Foods, Mocafe, Neil Jones Food company, Otis Spunkmeyer, Popcorn Board, Scheidegger, Southern U.S. Trade Association & their members, Taylor Bros. Farms, USA Poultry & Egg Export Council, U.S. Dairy Export Council, U.S. Meat Export Federation, the Western U.S. Trade Association & their members, as well as other U.S. companies. Additional information on this show is available at www.foodnhotelasia.com.

U.S. Potato Board at Thaifex-World of Food Asia 2010

U.S. Potato Board and key importers of U.S. frozen fries in Thailand will participate in Thaifex-World of Food Asia show at Bangkok's Impact Arena during May 12-16. The event will target Thai consumers and members of the food industry in order to increase their level of awareness on the quality and availability of U.S. frozen fries. More information about World of Food Asia 2010 is available at www.worldoffoodthailand.com.

U.S. Cotton Marketing Efforts Bearing Fruit

U.S. Cotton Council International (CCI) executive delegates will join Cotton Design Challenge V on May 14. This event has become a premier fashion event in Thailand, in which the top talent from different fashion institutes across Thailand vie for the opportunity to compete.

U.S. Wine and More Seminar

FAS/Bangkok is coordinating a series of marketing promotion events bringing together local U.S. wine importers, California wine producers and the California Milk Advisory Board. The event aims to generate awareness across Thai food industry for U.S. wines and cheeses. The events will take place in Phuket and Bangkok. For more information on this event please contact agbangkok@fas.usda.gov.

American Hardwood Design Camp II Almost There for TIFF 2010

Furniture manufacturers are presently producing prototypes by amateur and professional designers who participated in the American Hardwood Design Camp II. The American Hardwood Association (AHEC) provided U.S. hardwood to produce the prototypes, which will be displayed at the Thailand International Furniture Fair 2010 in March. In addition the Thai Furniture Industries Association (TFA) and AHEC are preparing for a pre- and post-exhibition public relations blitz to reach key industry players.